

Research Article

**Impacts of Television Advertisement on the Buying Behaviour of Women and Youngsters**

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**ABSTRACT**

The significance of advertisement is magnificently high in the present scenario since it owns the capacity of controlling the buying behaviour of human beings and promoting the products in a wider range. The role of mass media and print media in the field of advertisement is remarkable, in which the television and newspaper are holding the influential nerves of people in day to day life. In the world of marketing, advertisement acts as a bridge between the manufacturers and customers, which assists in achieving the target of selling products and popularizing the brand among the people. In this present work, a case study is carried out to measure the impact of advertisement, which includes set of 300 women and 300 youngsters. A questionnaire is given to the selected people and the data are collected from their answers, through which it is clearly noticed that the advertisements have extraordinarily influenced the people to buy the product. The time, money and effort of people in buying a product simply after watching the advertisement decide the range of impact. The impact ratio varies by certain factors like age, gender, educational level, occupation, frequency of watching the advertisement, etc., which are evidently examined in this study and the results are validated through a comparative analysis.

**Key Words: Advertisement, mass and print media, women and youngsters, case study.**

**1. INTRODUCTION**

The role of advertisement is actually splendid in the domain of business and so it is dominantly preferred by the manufacturers of different products to persuade the buyers. The influence of advertisement is the mandatory element of selling the products in recent days since people are attracted towards the product by watching the advertisements and start buying the

product even if it is not necessary [1]. In the ancient days, the advertisement has reached the audience with the assistance of print media, which is improvised by the emerging innovative technologies of mass media in the current era [2]. The features of the products have been effectively displayed through the advertisement and so it becomes easy for the sellers to explain the details of the product without any complexities [3]. The emergence of Television is the turning point of commercial development and so it is considered as one of the effective mediums of advertisements. Making the people aware of the product brand is the core of marketing, which has been successfully achieved by the influence of television [4]. The advertisement has to hook the attention of the audience otherwise it raises the possibility of changing the channels without watching the ads. Thus it is highly mandatory to create the advertisement with attractive influential factors like colour, quality, music and concept [5].

The buying behaviour of consumer is the crucial element in the marketing field since it determines the productivity of goods and improvises the level of vending. Television plays a vital role in influencing the buying behaviour of consumers, because of which it is highly preferred by the venders. It is comparatively better than the print media because it owns huge range of audiences, which enhances the scope of spreading product awareness among the people [6]. In certain cases, people are just playing the TV programme in the background without watching it, which reduce the possibility of viewing the advertisement and so it has to be overcome by making the catchy advertisements with several attractive measures. The level of attention increases only when the advertisement is eye-catching [7]. In addition, the role of conquering the attention of the children in the family is one of the essential factor in the marketing field because children demand their parents to buy the product they want. Thus the intention of attracting the children is made possible through the advertisement of television by introducing incredible technologies. The children have spent maximum time in watching TV, which is one of the positive aspect for the manufacturers to catch the attention of children through the advertisement [8-10].

Developing the sense of brand loyalty among the customers is a paramount function of marketing, which is ceaselessly initiated by the advertisements of Television. Once the customers are satisfied with the product, they continue to buy the same product and suggest others to buy the same, which is the actual success of the brand owner. The advertisement assists in creating the trust between the consumers and the brands since it stimulate the people to believe the products whole heartedly [11]. The factors like humour, advertising message and repetition of advertisement have influenced the customer loyalty in a direct or indirect way.

Thus the owner of the product has to consider these elements before making the advertisement and required improvising measures have to be taken accordingly. Spreading brand awareness is the fundamental step of attaining customer loyalty and so the relevance of the product has to be related to the audience through the influential ad message [12-14]. In addition, creating the emotional bond between the products and customer is the essential step of advertising, which is remarkably achieved by adding musical features to the advertisement since the music has the power of emotionally influencing the people [15, 16].

The success of marketing through television advertisement relies on the psychological impact of the buyers on the products, which has to be given prior attention to achieve the target. The advertisements are highly capable of relating the memories of consumers with the product, which assist in creating the psychological impact on the people [17, 18] and it create certain positive impacts on people of all age groups including children, youngsters and adults [19]. Adding to this, the role of Gender is the main factor to be considered while making an advertisement because women get easily attracted to the products than men [20]. Thus the contribution of television advertisement is remarkably high in the world of marketing.

In this present paper, women and youngsters are taken as the targeted customers. A questionnaire is given to a set of 300 youngsters to analyse their interest in buying Cadbury chocolate after watching the television advertisement. Similarly the questionnaire is provided to a set of 300 women to examine their curiosity in buying Surf by seeing the ad. The result of the case study is evidently provided in this paper.

## **2. IMPACT OF TELEVISION ADVERTISING**

Television is the dominant broadcast advertising medium. It is very popular with consumer goods and consumer service advertisers. Apparently, many of these advertisers have learned to use television to good and profitable effect. Television in a sense is two distinct advertising media. First it is a local advertising medium. This is so because the transmission of television messages by the individual television station is limited to a local area. But local television stations are interconnected into national networks. The three major commercials networks are American broadcasting company (ABC), Columbia Broadcasting System (CBS) TV advertising has created its own characters and run its own soap operas, and these add the power of repetition and continuity to this form of advertising. Networks are American broadcasting company (ABC), Columbia Broadcasting System (CBS) and National Broadcasting Company (NBC). These national network organizations supply much of the programming carried on the

local station affiliates and sell advertisers. Finally, television is being divided into yet a third medium as cable television continues to develop. In this aspect, television is a collection of locally owned cable television.

## 2.1 The Economic Impact of Television Advertising

The economic effect of advertising is like the break shot in billiards or pool. The moment a company begins to advertise, it sets off a chain reaction of economic events. The extent of the chain reaction, although hard to predict, is related to the force of the shot and the economic environment in which it occurred. The economic impact is shown in figure-1.

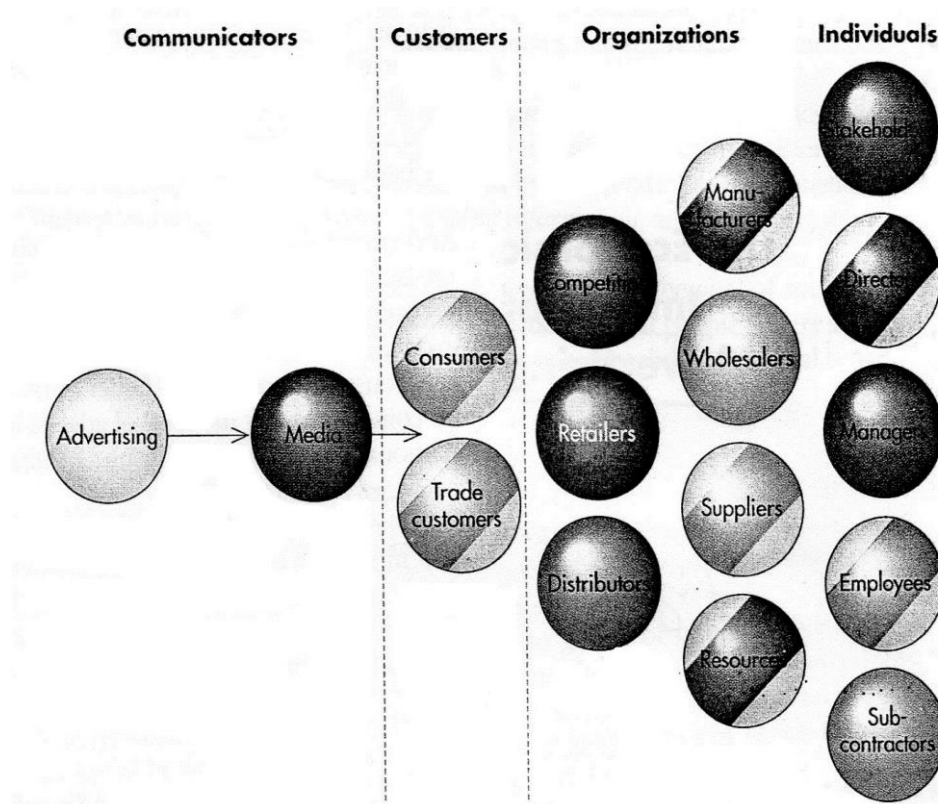


Figure 1 Economic impact of TV advertising

## 2.2 Social Impact of Television Advertising

Marketing professionals earnestly believe in the benefits that advertising through television brings to society. Advertising, they say, encourages the development and speeds the acceptance of new products and technologies. It fosters employment. It gives consumers and business customers a wider variety of choices. By encouraging mass production, it helps keep prices down. And it stimulates healthy competition between producers, which benefits all buyers. Advertising, they point out, also promotes a higher

standard of living; it pays for most of our news media and subsidizes the arts; it supports freedom of the press; and it provides a means to disseminate public information about important health and social issues. The foundation of any human society is the amicable relationship among its members. Without harmony, a society will collapse. So all the institutions within a society have some responsibility for helping to maintain social harmony through proper stewardship of families and companies, exercise of honesty and integrity in all relationships, adherence to accepted ethical standards, willingness to assist various segments of the society, and the courtesy to respect the privacy of others. Advertising plays an important role in developed countries. It helps secure large armies, creates entertainment events attracting hundreds of thousands of fans, and often affects the outcome of political elections. Such power places a burden of responsibility on those who sponsor, buy, create, produce, and sell advertising to maintain ethical standards that support the society and contribute to the economic system.

### **2.3 Commercial Impact of Television Advertisement**

Television is the most powerful advertising medium of all because it incorporates sight, sound and motion. Still, it poses certain problems: commercial clutter that leaves people confused about advertisers, loss of audiences, high production costs and media rates, shrinking commercial lengths, and, of course, zapping. But adversity breeds innovation. Advertisers have picked up many valuable techniques from MTV for attracting and holding viewers. Rock videos, in fact, have become proving grounds for new techniques. The fear of boring fans forced their producers to experiment, and advertisers have used and refined some of their innovations. Consequently, today's creative team has an array of new techniques and variations on old ones: the serial, the split ad, the documentarian, hand-held camerawork, reality advertising. All of these have invigorated the work of writers, art directors and producers of commercials.

## **3. SURVEY REPORT THROUGH THE QUESTIONNAIRE**

Researchers often find data analysis the most enjoyable part of carrying out a research study, since after all the hard work and waiting they get a chance to find out the answers. So analysis of the data and interpreting the results are the reward for the work of collecting the data. Data analysis is a body of method that helps to describe facts, detect patterns, develop explanation and test hypothesis. It is used in all of the sciences. It is used in business in administration and

in policy. Data do not, however, “speak for themselves”. They reveal what the researcher can detect.

This chapter includes the analysis and interpretation of data based on the data collected through a questionnaire from 300 women and 300 youngsters. This chapter is devoted to analyse the effectiveness of media advertisement on women and youngsters that in very great details. The objective of the present research is to study the effectiveness of advertisements that appear in the television and in the print media. The different products for all the two categories have been chosen as per the results of the primary study conducted by the researcher.

The Product that is generally assumed to be of interest to women is surf and that of youngsters is chocolates. The popular brand of chocolates in Chennai city is Cadbury’s chocolates and hence this brand has chosen to study the impact of TV advertisement over this product. Women, generally are worried about the cleanliness of clothes, so they carefully choose the brand of detergent that satisfies them to the utmost. Surf is one of the popular brands of detergents used in Chennai and hence this product has been taken up for the present research.

### **3.1 Women**

As far as the women respondents are concerned, nearly 9.3 percent spend less than 1 hour in watching television. 41.67 percent spend between 1 and 2 hours watching television daily and about 35 percent spend about 2-4 hours and only 13.67 percent of the women respondents spend more than 4 hours daily. Almost all the women respondents have seen the surf advertisements on the television and nearly 88 percent of the women agreed that the advertisements that appear on the television influence their buying behaviour.

### **3.2 Youngsters**

As far as the money spent on chocolates, more than 13.3 percent of the respondents are interested in spending Rs.50-100 in buying Cadbury’s chocolate, 31.3 percent are interested in spending Rs.100-150, 35.7 percent are interested in spending more than Rs.150 and 19.7 percent of the people do not spend in buying Cadbury’s chocolate. To a question of feeling the taste of the chocolates, when they see Television advertisements more than 90 percent of the respondents expressed the view that they really felt like tasting the chocolates when they saw the advertisements on television and only about nine percent in the negative. Nearly 90 percent of the youngsters indicated that their family members and relatives buy chocolate for them.

Nearly one-third of these youngsters said that the family members and relatives buy chocolates when they go out. From this it can be concluded that advertisement of Cadbury's chocolates really make the youngsters feel the taste of the chocolates and more than three-fourth of the youngsters buy chocolates for themselves and of their relatives.

#### **4. PERCENTAGE ANALYSIS OF SURF AND CADBURY CHOCOLATE ADVERTISEMENTS**

##### **4.1 Impact on buying behaviour**

The impact ratio varies with certain factors like age, gender, educational level, family type, marital status, monthly income, occupation, frequency of watching the advertisement, number of family members, , time spent on watching television etc. Thus percentage analysis

##### **4.1.1 Age**

The age structure is an important determinant of the income generation potential of any given population. The table 1 (a) and (b) shows the age-wise impact ratio.

**Table 1 (a) Age-wise impact ratio of women**

<b>Age Classified</b>	<b>Frequency</b>	<b>Percent</b>
20-30	177	59
31-40	112	37.33
Above	11	3.67
Total	300	100

It is clear from the table that the age group of 20-30 has been found to be 177 (59 percent ) and the age group of 31-40 has been extended to 112 (37.33 percent ) and the age group anode the level of 40 to be 11 (3.67 percent ) respectively.

**Table 1 (b) Age-wise impact ratio of youngsters**

<b>Particular</b>	<b>Frequency</b>	<b>Percent</b>
5-10 Years	22	7.3
11-15 Years	98	32.7
16-20 Years	180	60.0
Total	300	100

The survey reveals that out of 300 respondents, (74.7) are of nuclear type and (25.3%) belong to joint family type. It is found in table 1(b) that, 7.3% of the respondents are in the age group of 5-10 years. 32.7% of the respondents are in the age group of 11-15 years. 60% of the respondents are in the age group of 16-18 years respectively.

#### 4.1.2 Gender

In the case of women, it is already mentioned that women get easily attracted to the ads and so the impact ratio is high in women. Thus the impact on youngsters based on their gender is depicted in Table 2.

**Figure 2 Gender-wise impact ratio of youngsters**

Particular	Frequency	Percent
Male	216	72.0
Female	84	28.0
Total	300	100

#### 4.1.3 Education Level

Other important factors which decided the buying habit of the family depends upon its level of education. The Education level influences the buying behaviour of the family member the buying behaviour of the family member towards any product needed for personal use. It is generally higher in college Education than schooling and others. The spending habits of the college students will be more than schooling and others.

**Table 3 (a) Impact ratio of women based on educational level**

Education Levels	Frequency	Percent
Schooling	113	37.67
College Education	168	56
Others	19	6.33
Total	300	100



It is very clear from the above table that the number of college education has found to be 168 (56 percent) and schooling 113 (37.67 percent) respectively. There is a strong association between category of respondents and level of education. Apparently it is evident from the fact that people who have completed up to the college level and high school are more in the study.

**Table 3 (b) Impact ratio of youngsters based on educational level**

<b>Particular</b>	<b>Frequency</b>	<b>Percent</b>
Primary	13	4.3
High School	71	23.7
Higher Secondary	49	16.3
Others	167	55.7
Total	300	100

#### **4.1.4 Family type**

One of the important factors, which decide the buying habit of a family, is its size. The size of family influences substantially the buying of family members towards any product needed for personal use. Nuclear family is a modern concept. It is generally higher in urban areas than in rural areas. The spending habits of nuclear habit will be more than Joint family.

**Table 4 (a) Impact ratio of women based on family type**

<b>Family Type</b>	<b>Frequency</b>	<b>Percent</b>
Nuclear	187	62.33
Joint Family	113	37.67
Total	300	100

It is very clear from the above table that the number of extended to joint family and nuclear family has been found to be 113 (37.67 per cent) 187 (62.33 per cent) respectively. It is evident that more women lie in nuclear families. There is a strong association between the category of people and the type of family system they live.

**Table 4 (b) Impact ratio of youngsters based on family type**

<b>Particular</b>	<b>Frequency</b>	<b>Percent</b>
Nuclear	224	74.7
Joint Family	76	25.3
Total	300	100.0

#### **4.1.5 Marital status**

Another important factor which decides the buying behaviour and watching television through different channels is the married women than unmarried. Being a modern concept. It is generally higher in urban areas than in rural areas.

**Table 5 Impact ratio of women based on marital status**

<b>Marital Status</b>	<b>Frequency</b>	<b>Percent</b>
Married	221	73.67
Unmarried	79	26.33
Total	300	100

It is very clear from the above table that the married women have found to be 221 (73.67 percent) and unmarried to be 79(26.33 percent).

#### **4.1.6 Monthly income**

Though every attempt has been made to maintain the level of income in the different category of people, Income status of the respondents in the case of women has been listed in the table.

**Table 6 (a) Impact ratio of women based on Monthly income**

<b>Monthly Income</b>	<b>Frequency</b>	<b>Percent</b>
Less than 500	6	2
500-2000	61	20.33
2001-4000	98	32.67
4001-7000	71	23.67
More than 7000	64	21.33

Total	300	100
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Among the women respondents, 2 percent are in the income group of less than Rs.500, 32 percent are in the Income group of Rs.4000 and 21 percent are in the Income group of more than Rs.7000. This Indicates the association between the category of respondents and the level of income group is very strong indicating the classification of women seems to be well defined.

In the case of youngsters, the income of their father and the amount they have spent to buy the chocolate decides the impact ratio, which is shown in table 6 (b)

**Table 6 (b) Impact ratio of youngsters based on the amount spent on purchasing Cadbury's chocolate**

Particular	Frequency	Percent
50-100	40	13.3
100-150	94	31.3
-150	107	35.7
Do Not Spend	59	19.7
Total	300	100

It is seen from the table 6 (b) that 92.3 percent of the respondents are in the habit of watching advertisements with regards to chocolate while the remaining 11.3 percent of the sample does not watch advertisement at all. Advertising of a product imprints an image of the product on the minds of the customers.

#### **4.1.7 Occupation**

One of the buying behaviour depends upon its occupational level. The occupational level influences the buying behaviour of the family. It is very clear from the study that the professional level influences the buying behaviour than non- professional.

**Table 7(a) Impact ratio of women based on Occupation**

<b>Occupation</b>	<b>Frequency</b>	<b>Percent</b>
Professional	226	75.33
Non professional	74	24.67
Total	300	100

Occupation stats of the respondents in the case of women listed in the Table 7(a) out of 300 respondents, about 226 are professionals, and 74 are Non-professionals, the occupational level with a higher frequency includes people doing jobs that fetch a salary on a monthly basis. Non-professionals do jobs depend upon their skills, time and duration of their jobs.

**Table 7(b) Impact ratio of youngsters based on Occupation of father**

<b>Particular</b>	<b>Frequency</b>	<b>Percent</b>
Professional	284	94.7
Non Professional	16	5.3
Total	300	100

It is very clear from the table 7(b) that the professional level has found to be 94.7 percent and Non-professional has found to be 5.3 percent respectively.

#### **4.1.8 Frequency of watching ad on Television**

Are the respondents aware whether more people watch advertisements on television? This question has been introduced mainly to find out the awareness to ascertain the influence of television advertisements. It has also been aimed at knowing whether or not the respondents agree that their favourite advertisements would attract other people also.

**Table 8 (a) Impact ratio of women based on watching advertisement on television**

<b>Seen Surf Advertisement in TV</b>	<b>Frequency</b>	<b>Percent</b>
Yes	266	88.67

No	34	11.33
Total	300	100

It is seen from the table that 88.67 percent of the respondents are in the habit of watching advertisement with regards to surg. While the remaining 11.33 percent of the same does not watch advertisements at all. There is a strong association between the category of the respondents and the fact that more people watch the advertisement at the same time. From the table it can be concluded that almost all respondents attract other people also. This would mean that the respondents agree that the impact or impression they get out of the advertisements that appear on the television would be the same as that of other people who would watch these advertisements.

**Table 8(b) Impact ratio of youngsters based on watching Cadbury's chocolate advertisement in TV**

Particular	Frequency	Percent
Yes	277	92.3
No	23	7.7
Total	300	10000

#### 4.1.9 Number of family members

One of the most important factors which decide the buying habit of the family is its members. The number of the family members influences substantially the buying behaviour of family members towards any product needed for personal use. If the number of family is less, automatically, the buying tend will be more, it is generally higher in urban than in rural areas.

**Table 9 (a) Impact ratio of women based on No. of family members**

Number of Family Members	Frequency	Percent
1-4	174	58
5-8	56	18.67
More than 8	70	23.33
Total	300	100

From the table it is evident that more than 58 percent of the respondents live in small families. Only about 18 percent live in medium class families and 23 percent of the respondents live in large families respectively.

**Table 9(b) Impact ratio of youngsters based on No. of family members**

<b>Particular</b>	<b>Frequency</b>	<b>Percent</b>
1-4	141	47.0
5-8	122	40.7
More Than 8	37	12.3
Total	300	100

#### **4.1.10 Time Spend on Watching Television**

Now a day's TV channel is flooded not only with interesting programmes but also with numerous advertisements. People spend more time in watching television. Watching television tends to be high in the frequency of 1-2 hours.

**Table 10 Impact ratio of women based on Time spend watching television**

<b>Daily hours spend watching television</b>	<b>Frequency</b>	<b>Percent</b>
< 1hours	28	9.33
1-2 hours	125	41.67
2-4 hours	106	35.33
>4 hours	41	13.67
Total	300	100

It is clear from the table that the time spend in watching television tends to be high in 1-2 hours frequency.

#### **4.2 Impact on buying decision**

Different brands of a particular product exist in today's market only a good advertising can help the consumers to select the best one by giving useful information about the reasonableness of the price and the quality of the product.

**Table 11(a) Impact on buying decision on women**

<b>Impact / No Impact</b>	<b>Frequency</b>	<b>Percent</b>
Advertisement Influenced Buyer	239	79.67
No advertisement Influenced Buyer	21	7
Total	260	86.167
Neutral or Do Not Buy Surf	40	13.33
Total	300	100

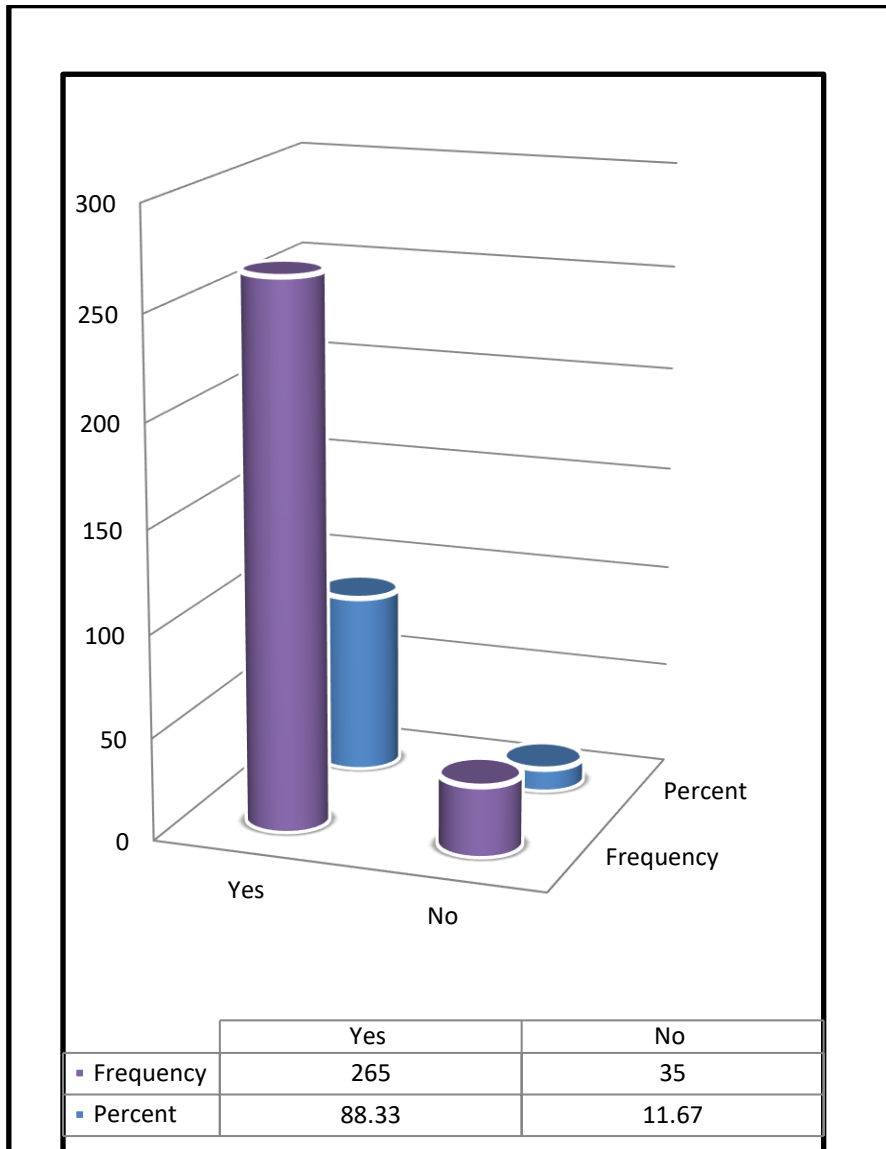
**Table 11 (b) Impact on buying decision on youngsters**

<b>Particular</b>	<b>Frequency</b>	<b>Percent</b>
Advertisement Influenced Buyer	251	83.7
No Advertisement Influenced Buyer	14	4.7
Total	265	88.3
Neutral or Do Not Buy Cadbury	35	11.7
Total	300	100

It is clear from the table 11 (b) that 83.7percent of the respondents have said that advertising helps in easy selection of the brands. However it reveals that 4.7 percent of the respondents do not have their opinion. It is evident from that above discussion that majority of the respondents get influenced by advertisement. It is evident that Cadbury's is a major chocolate which youngsters prefer.

#### **4.3. Influence of Advertisement**

The influence of advertisement on women is depicted through the following graphical representation.

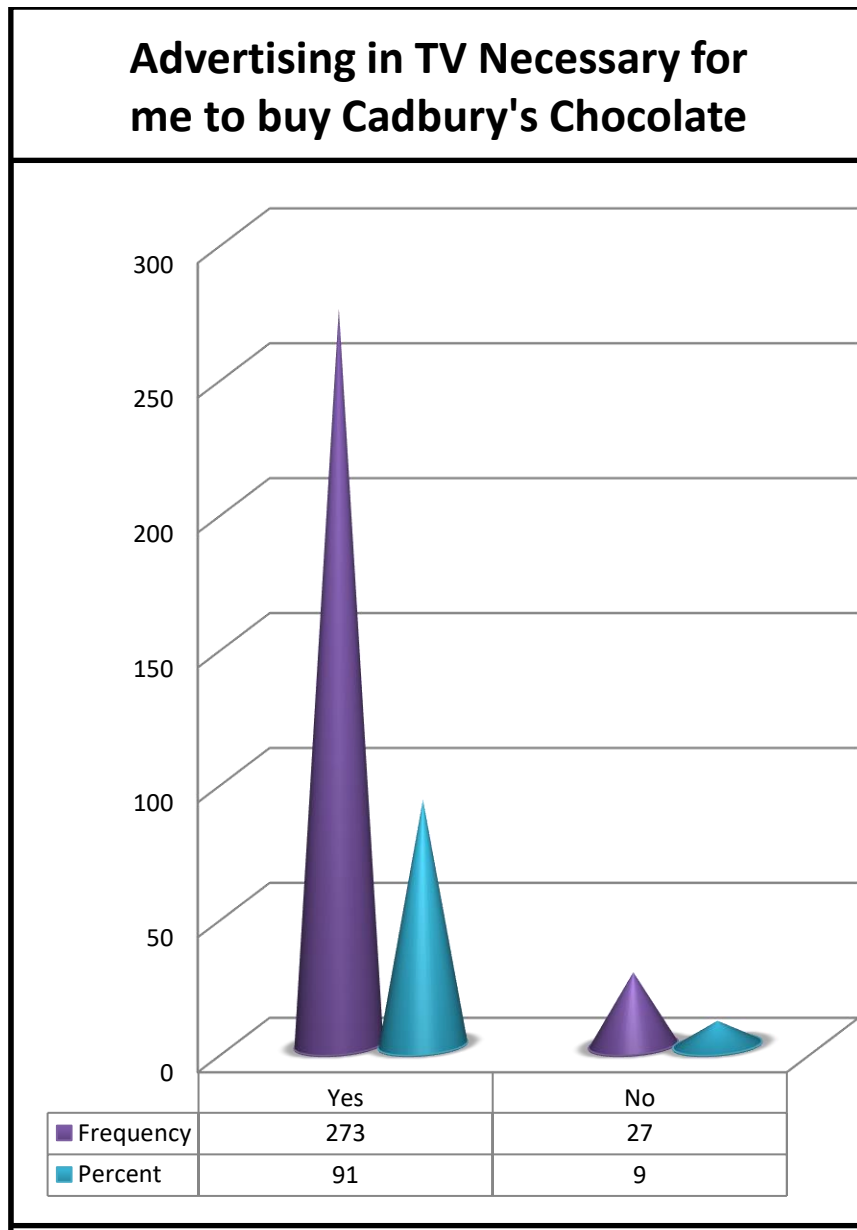


**Figure 2 Advertisement Influence on Women**

It is very clear from the figure that 88.33 percent of the respondents are very much influenced to buy through advertisement and loyalty. More than there fourth of the respondents expressed the view that they really felt like buying when they saw the advertisements on Television and only 11 percent replied in the negative.

The influence of advertisement on youngsters is depicted through the following graphical representation.





**Figure 3 Advertisement Influence on Youngsters**

It is observed from the figure that 93.7 percent of the sample respondents are in the habit of buying Cadbury’s chocolate while the remaining 6.7 percent of the sample respondents do not buy at all. Advertising a product helps convert visual attention into personal attention including people to know more the product, thus leads to a necessary buying aid. It is clear from the table (6.10) that 91.0 percent of the respondent’s falls under the Advertisements in TV necessary to buy Cadbury’s chocolate.

## 5. CONCLUSION

In this proposed study, the influential benefits of television advertisement in the marketing of products like Cadbury chocolate and surf are brilliantly elucidated. A questionnaire is framed and given to the randomly selected people to measure the impact of TV ads. A survey of 300 women and 300 youngsters are collected through the questionnaire to measure the impact ratio of costumers, which has assisted in improvising the productivity of the products. The impact ratio varies with certain factors like age, gender, educational level, family type, marital status, monthly income, occupation, frequency of watching the advertisement, number of family members, , time spent on watching television etc. A percentage analysis is carried out to calculate the ratio of impact on the basis of the specified factors. The results are validated and provided with clear numerical representations.

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